

Mobile 2004

Revelation ○○○

Usher in a new era
in Indian business!



Cross-Business Conference & Trade Expo + Evening Networking Cocktail

25th February 2004, Renaissance Hotel, Mumbai

Revolutionize your business
with Mobile Technology!

25% EARLY BIRD
DISCOUNT BEFORE
14th February!

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Letter of Introduction:

Dear Reader,

Is the Mobile Revolution for real?

India has recorded the fastest growth in mobile telephony space in the world with as many as 13 lakh cellular additions every month, the cellular subscriber base has crossed 28.19 million across the country at the end of Dec 2003. 2004 will see mobile consumption triple.

The wide deployment of wireless networks and the explosive growth in the number of mobile users have created a very strong demand on burgeoning mobile commerce, advertising and other services, with over 1.4 billion mobile phone users in the world and the numbers still increasing rapidly. In Asia, transactions of mobile commerce and other services are reaching billions of dollars per year

Today, mobile phones have become the consumer's most personalized possession, with its reach far greater than any other medium. It is only a matter of time before this medium will be in full operational swing around India. Companies can start advertising their service and products through the mobile platform building a strong and undying brand loyalty with consumers, using mobile phones as the 21st century gateway to payment and other commerce related services.

Mobile Revelation 2004 will bring together Industry experts from the telecom sector and technology leaders to help you understand the financial motive for pursuing mobile applications, opportunities and hear about the latest mobile developments including: technology, mobile marketing, business models, security and privacy.

This event will create the ideal platform for an excellent networking opportunity between companies having turnkey solutions and companies looking to incorporate new technology into their existing business module.

After going through the program details, we strongly believe that you can not afford to miss out on this one-of-a-kind event We believe the Mobile revolution will be a start to a new era for Indian businesses.

Yours truly,



Prasanna Arumugam
Head of operations
Asia Knowledge Associates

Mobile 2004 Revelation

- EVENT PARTNERS -



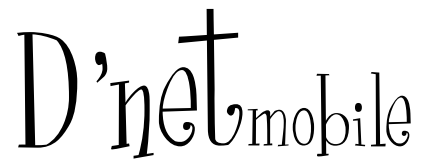
GOLD PARTNER



GOLD PARTNER



SILVER PARTNER



SILVER PARTNER



Television Partner



Internet Partner

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M-Commerce Overview:

According to Nasscom's 'Strategic Review 2003', in the year 2002, the m-commerce market was in the region of \$50 billion worldwide. While the US and European markets are expected to dominate forecasted revenues until 2005, Asia-Pacific and the rest of the world are expected to account for 40 percent of the estimated \$225 billion m-commerce market by 2005.

Mobile Commerce will boom over the next four years in the Asia-Pacific, with total annual revenue in the region, excluding Japan, expected to reach more than \$36 billion in 2004. It is predicted that by 2003, 60% of mobile applications will be driven by internally focused business benefits, rather than consumer-targeted applications based on novelty functions.



M-Commerce: What you will learn:

- M-commerce consumer applications, in finance, retail, travel, entertainment, and beyond.
- Who will use wireless technology to build sales?
- Which applications are proving most successful?
- Mobile applications to be discussed include: stock trading, mortgage rate updates, movie tickets, restaurant reservations
- What will be the first 'killer' M-commerce app?
- How will B2B M-commerce take shape?

Mobile Entertainment:

Mobile Entertainment is the result of two giant industries, Telecommunications and Entertainment, merging to create an entirely new medium. This emerging sector is well on its way to becoming a mature and viable industry. 2004 will be a year of consolidation with revenues following clear patterns of success.

With entertainment-capable handsets now widely available in most of India and with content, distribution and billing systems widely deployed, the basic value chain for the mobile entertainment industry is in place, including technological and strategic issues that will drive the development of the mobile entertainment industry.

During the next five years, the mobile entertainment industry is predicted to undergo significant growth. The Informa Media Group has predicted that the mobile games segment of the industry will grow from only tens of millions of dollars in revenue in 2001 to more than \$3.6 billion in 2006. Ovum Research expects mobile games revenue to reach \$4.4 billion by 2006. Similar predictions are being made for mobile music, photography and content.

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Target Groups:

The three most promising Mobile Entertainment consumer segments are male, female aged 15-39 years old. Within these three broad segments, the earliest Mobile Entertainment adopters have been explored and were, based on the results of service preference, named:

- The pure entertainment consumers,
- The social entertainment consumers and
- The advanced infotainment consumers

Mobile Entertainment: What you will learn

- Carrier rollout strategies for entertainment and information content
- Multimedia, Wireless gaming, animation, film, digital imaging, television, contests, and sports
- Consumer Applications for Instant messaging, Enhanced messaging, MMS, animation, and ring tones
- Billing and micro-billing
- Proven business models and case studies
- Handsets, PDAs, hybrids and other content platforms
- Marketing strategies to youth and teenagers

Mobile Advertising: Overview

Mobile Advertising market will grow extremely fast within the next 18 months. It will do to value-added services what the web did to the Internet. Mobile analysts predict the revenues from mobile advertising and marketing to top \$1 Billion by this year worldwide. It will do to value-added services what the web did to the Internet.

With average click-through rates that are five times higher than standard online advertising and stronger recall rates than television advertising, mobile marketing has come of age as the most productive and cost effective medium for reaching a highly desirable demographic.

Short message service (SMS) and MMS advertisements are an excellent channel for consumer advertisers to reach a large, affluent and highly desirable demographic through wireless devices, SMS advertising is a highly effective means of reaching wireless consumers today. The potential of wireless advertising is huge, with proof in a recent study released by Logica predicting that the global volume of SMS will increase by 170% per year. Mobile office an international mobile statistics company estimated that over 366 billion messages had been sent and received for the year 2002.

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Mobile Advertising: What you will learn

- " Market trends and long terms outlook of mobile advertising & marketing trends around India.
- " Mobile advertising - What's involved and how it works
- " How to implement a successful campaign. Lessons learnt from leading global players
- " Who will the leading players be in the future and what will they be doing?
- " What are the key enabling technologies for mobile advertising & when will they impact the market
- " How will multimedia messaging affect the delivery of advertising & it's capabilities of mobile commerce / ad server platform?
- " Branding on the Mobile

Mobile Advertising: Current Technologies and Opportunities:

A timely look at technologies and models that make advertising to mobile devices possible today. The focus will be on delivering non-intrusive campaigns that appeal to consumers and generate sales. Push/Pull, location-based services, Bluetooth and other technologies are examined along with pay-for-play advertising schemes, location-sensitive advertising, using personalization and supporting user preference.

Scope:

Mobile marketing has proven its appeal across a wide variety of industries including automotive, travel, high tech and media. For example, all of the top three U.S. auto manufacturers are strong supporters of mobile marketing and have deployed a variety of campaigns -- from new customer acquisition initiatives to brand awareness campaigns that leverage games and activities to strengthen existing customer ties.

Successful Mobile Campaigns!

Enpocket and Orange, winning mobile marketing:

Orange and Enpocket were awarded for their two-way SMS campaign to drive subscriptions to Orange's Open Access mobile Internet service in the 'Email / Mobile' category at the annual DMA Awards 2003. As explained in the press release, the campaign, which was aimed to drive customer awareness and understanding of Orange's new services, had a 14% response rate.

Coca Cola 'Decibel Central' promotion:

Mobliss has brought two-way wireless text messaging to Cokemusic.com's Fall 2003 under-the-cap "Decibel Central" promotion. As explained in the press release, Mobliss new technology allows Coca-Cola consumers in the U.S. to redeem cap codes from 20-oz. bottles via Short Message Service (SMS) enabled mobile phones. Participants can enter cap codes using their mobile phones to accrue points, or 'Decibels,' in their Decibel Central account on Cokemusic.com entering for chances to win thousands of prizes.

Nissan Maxima "Mobile Concierge" campaign:

Nissan has launched a pioneering affinity marketing campaign for the Nissan 2004 Maxima called the "Mobile Concierge" that packages advertising for the new car with compelling entertainment content for consumers."

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Ford has decided to go wireless to promote its SportKa 'Evil Twin':

SMS is a great medium for Ford to contact young male drivers, who are extremely confident and comfortable using text to communicate. The immediacy and ease of response of mobile makes it the ideal method for establishing contact and building a long-term communication.

KitKat Kubes mobile promotion:

Nestle has just launched a new snack format KitKat Kubes, and it's using mobile marketing to promote them to 16 to 25 years old women. Revolution reports that consumers who receive the sms text will have the chance to request free samples of the product.

Foster's mobile marketing campaign:

Foster's, the second biggest-selling lager in the UK, is undertaking its second mobile marketing campaign. As Brand Republic explains, it's a text-and-win sales promotion based on the Formula 1 Grand Prix. It's a scratch and win game designed to be fun and interactive and, of course, to drive a lot of information about users into Foster's client database

McDonald's 'Cool Train': a successful wireless campaign:

McDonald's 'Cool Train' campaign objectives were to communicate the summer New Tastes Menu range in such a way that was visually engaging and encouraged viewers to actively interact with the brand

Mobile marketing goes to Hollywood:

Two upcoming summer releases, "The Hulk" and "Legally Blonde 2" will be promoted also using wireless marketing. As IAR reports, both Universal Pictures and MGM have decided to start mobile campaigns with text-messaging sweepstakes and themed ringtones.

Who Should Attend:

This program is designed for managers who have brand management responsibility in their organizations. The program is also useful for those who wish to expand their understanding of the importance of brands and effective brand management strategies.

- Vice Presidents of Marketing, Promotion, Marketing Services, Advertising
- Brand and Product Directors/Managers
- Marketing, Promotion, and Advertising Directors
- Agency Account Directors, Managers, Executives
- Agency CEOs, Vice Presidents, Creative Directors
- Corporate Communications
- Finance Directors/ Finance Vice Presidents/ Finance Managers
- IT Managers

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Business Conference & Trade Show

CONFERENCE AGENDA

Building the Mobile Market of the Future Dilip Modi - President (COAI)

Time: 9:00am to 9:45am

- Mobile services, enabling your business
- Is the Mobile Revolution a Myth or reality?

Mobile advertising systems and marketing solutions

Rajiv Hiranandani Vice President (Mobile2Win)

Time: 9:45am to 10:30am

- Targeted Campaigns
- How to build an ad campaign harnessing the benefits of the mobile platform
- Branding on the Mobile

Refreshment Break 10:30am to 11:00am

Mobile Entertainment

Steve Watson General Manager (Legion Interactive, Australia)

Time: 11:00am to 11:45am

- Music
- Push Media
- Graphic Content
- Multi Level Games

Mobile Computing Services

Mobile Solutions (Italy) *

Time: 11:45am to 12:30pm

- Mobile applications
- Video/Content on Demand
- Next generation M-Entertainment
- Handheld Multimedia players
- Other technologies
- Scheduling and Sending mass SMS messages

Life beyond Voice and SMS

Mahesh Prasad, President - Reliance Infocomm

Applications, Solutions and Content Group

Time: 12:30pm to 1:15pm

- Bringing information, entertainment, communication, commerce and transactions
- The power of reach and interactivity
- What's in it for all of us?

Lunch 1:15pm to 2:30pm

Mobile Commerce

Sathish Menon - Head Mobile Internet Banking (Citibank)

Time: 2:30pm to 3:15pm

- M-Payments protocols and systems
- eBusiness in Wireless
- EBPP (Electronic Bill Presentment and Payment)
- Mobile to account interface (direct debit)
- Status in India

Security in mobile commerce and services

Siddharth Goel - CEO (Cellent Technologies)

Time: 3:15pm to 4:00pm

- Securing the Mobile enterprise
- Risk Management
- Mobile Virtual Private Network
- Mobile identification
- New Security Threat from virus and hacker in the future

Evening Refreshment Break 4:00pm to 4:30pm

M-Commerce Law

**Pawan Duggal - Cyber Law expert
(Advocate Supreme Court)**

Time: 4:30pm to 5:00pm

- Privacy concerns pertaining to direct marketing

Panel Discussion

- Building the Mobile Road Map

Time: 5:15pm to 6:00pm

Rajiv Hiranandani Vice President (Mobile2Win)

Pawan Duggal - Cyber Law expert

Sathish Menon - Head Mobile Internet Banking (Citibank)

Anuj Kapur Country head Telecom (Samsung)

Steve Watson General Manager (Legion Interactive, Australia)

Siddharth Goel - CEO (Cellent Technologies)

Mahesh Prasad, President - Applications & Solutions (Reliance Infocomm)

Moderator : Senthil Chengalvarayan, Executive Editor CNBC, India.

Networking Cocktail 6:00pm onwards

* Invited

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Delegate Registration Form

Delegate Information

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

For more delegates, please send delegate information on another page

Company: _____

Address: _____

Authorized by / Billing Information:

Signatory must be authorized to sign on behalf of contracting organization

Name: _____

Designation: _____

Phone: _____

Fax: _____

Email: _____

Your Signature & Company Seal

This booking is invalid without a signature.

Date: _____

Delegate fees is to reach us
within 7 days of contract date

Completed contracts can be faxed or e-mailed

Fax: +91-22-26319376

Email: reg@asiaknow.com

Please make cheques / DDs payable in favour of:
"Asia Knowledge Associates"

and send to:

Suite 20, Mayfair, Raviraj-Oberoi Complex,

Off New Link Road, Andheri West,

Mumbai 400053 INDIA

Phone: +91 (22) 26317526 / 26330591

Investment per delegate:

- 1 Delegate : 5,000/- INR
- 2 Delegates : 8,000/- INR
- 3 Delegates : 9,000/- INR

- 25% early bird discount before 14th February, 2004

- Split Nominations accepted.

Terms & Conditions

1. Confirmation: Telephone bookings are provisional until written confirmation is received, either by fax with credit card details or by post with a cheque. Alternatively an invoice can be sent out in which payment must be made within 5 working days of booking.
2. Payment: All payments must be received within 5 working days of booking. Failure to pay within this time may result in the course place being cancelled subject to the cancellation terms below.
3. Cancellations: Cancellations must be received in writing and are subject to the following charges: cancellations received more than 2 weeks prior to the date of the course will be charged at 50% of the booking cost. Cancellations received within 2 weeks of the course date will be charged at 100% of the booking cost.
4. Substitutions: Delegate substitutions are welcome at any time and do not incur any charge. Please fax or mail your changes to us.
5. Transfers: Transfers to alternative events or dates may also be subject to charges. Transfers received before 2 weeks prior to the course date will not be charged. Transfers received within 2 weeks of the course date will be subject to 50% of the initial booking cost. A credit note will be issued for the remaining 50%.
6. Alterations to the advertised course: We put the greatest care and effort to ensure solidity of the program schedule. AsiaKnowledge reserves the right to change the venue, date, content or speaker of its course at any time. In the event that the venue or date is changed, AsiaKnowledge will not be responsible for covering airfare, hotel or any other costs incurred by the registrants. In the event that AsiaKnowledge cancels the course, AsiaKnowledge reserves the right to transfer this booking to another course to be held in the following 12 months or to provide a credit note of an equivalent amount to another course within the following 12 months.
7. Liability: By completing this registration form the client hereby agrees that AsiaKnowledge will not be able to mitigate its losses for any less than 50% of the total booking cost.
8. Once signed and returned by e-mail, mail, or fax, this form is regarded thereafter as a firm contract